

IPSOS DEMAND SPACE

A segmentation approach to ignite growth

What is Demand Space?

As a marketer, you are probably investing to increase preference for your products by more people, during more occasions and to meet more of people's needs.

Enter Demand Space to ignite growth for your product portfolio.

Demand Space is anchored in the belief that consumer needs and choices vary **based on the moment**. We define Demand Spaces as a unique set of sizable demands comprised of specific products used for a specific need that a consumer may experience at a given time.

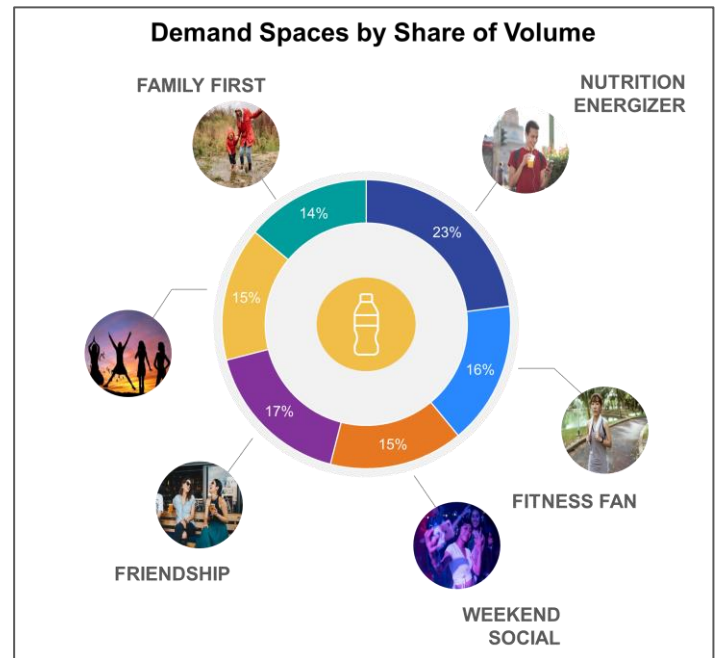
Ipsos' Demand Space approach identifies segments based on three dimensions to **predict brand choice**:

- People
- Context
- Needs

Our Demand Space framework makes sure that we're truly getting under the hood on context by integrating it with people (the who) and needs (the why).

Demand Space helps answer questions like:

- How can we ignite growth by moving into new contexts/occasions?
- How can we target consumers based on who they are AND how and why they use our products?
- How can we manage our portfolio to drive growth?
- Where are opportunities for innovation and renovation? To stretch into new categories?



Ipsos Advantages

AI to focus on what matters

Instead of pre-defining the variables, we use smart analytics and machine learning to identify dimensions that impact behavior.

Combined segmentation

Instead of running separate segmentations, we combine three segmentations into one, thereby simplifying the design and reducing costs.

Business impact

Instead of defining segments based on statistical correlation, we choose segments based on the behaviors you want to influence.

For more information
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GAME CHANGERS

